

WHAT IS CLAIMED IS:

1. A liquid color changing cleansing product comprising a first lamellar structured liquid comprising from about 10% (by weight) to about 80% (by weight) of a first surfactant, from about 0.1% (by weight) to about 10% (by weight) of a first electrolyte, and from about 0.001% (by weight) to about 10% (by weight) of a first coloring agent and a second lamellar structured liquid comprising from about 10% (by weight) to about 80% (by weight) of a second surfactant, from about 0.1% (by weight) to about 10% (by weight) of a second electrolyte, and from about 0.001% (by weight) to about 10% (by weight) of a second coloring agent, wherein the first coloring agent and the second coloring agent are different coloring agents.

2. The liquid color changing cleansing product as set forth in claim 1 wherein the first lamellar structured liquid and the second lamellar structured liquid each have a viscosity from about 10,000 cps to about 300,000 cps.

3. The liquid color changing cleansing product as set forth in claim 1 wherein the first lamellar structured liquid and the second lamellar structured liquid each have a viscosity from about 25,000 cps to about 200,000 cps.

4. The liquid color changing cleansing product as set forth in claim 1 wherein the first lamellar structured liquid and the second lamellar structured liquid each have a viscosity from about 50,000 cps to about 100,000 cps.

5. The liquid color changing cleansing product as set forth in claim 1 wherein the first surfactant and second surfactant are selected from the group consisting of anionic

surfactants, amphoteric surfactants, zwitterionic surfactants, and combinations thereof.

6. The liquid color changing cleansing product as set forth in claim 5 wherein the anionic surfactants are selected from the group consisting of alkyl sulfates, alkyl ether sulfates, alkali metal or ammonia salts of alkyl sulfates, alkali metal or ammonia salts of alkyl ether sulfates, alkyl phosphates, alkyl glyceryl sulfonates, alkyl sulfosuccinates, alkyl taurates, acyl taurates, alkyl sarcosinates, acyl sarcosinates, sulfoacetates, alkyl phosphate esters, mono alkyl succinates, monoalkyl maleates, sulphoacetates, acyl isethionates, alkyl carboxylates, phosphate esters, and combinations thereof.

7. The liquid color changing cleansing product as set forth in claim 5 wherein the amphoteric surfactants are selected from the group consisting of betaines, alkylamido betaines, sulfobetaines, N-alkyl betaines, sultaines, amphoacetates, diamphoacetates, imidazoline carboxylates, sarcosinates, acylamphoglycinates, and combinations thereof.

8. The liquid color changing cleansing product as set forth in claim 7 wherein the acylamphoglycinates are selected from the group consisting of cocamphocarboxyglycinates and acylamphopropionates.

9. The liquid color changing cleansing product as set forth in claim 5 wherein the zwitterionic surfactants are selected from the group consisting of 4-[N,N-di(2-hydroxyethyl)-N-octadecylammonio]-butane-1-carboxylate, 5-[S-3-hydroxypropyl-S-hexadecylsulfonio]-3-hydroxypentane-1-sulfate, 3-[P,P-diethyl-P-3,6,9-trioxatetradecoxycylphosphonio]-2-hydroxypropane-1-phosphate, 3-[N,N-dipropyl-N-3-dodecoxy-2-hydroxypropylammonio]-

propane-1-phosphonate, 3-(N,N-dimethyl-N-hexadecylammonio)propane-1-sulfonate, 3-(N,N-dimethyl-N-hexadecylammonio)-2-hydroxypropane-1-sulfonate, 4-[N,N-di(2-hydroxyethyl)-N-(2-hydroxydodecyl)ammonio]-butane-1-carboxylate, 3-[S-ethyl-S-(3-dodecoxy-2-hydroxypropyl)sulfonio]-propane-1-phosphate, 3-[P,P-dimethyl-P-dodecylphosphonio]-propane-1-phosphonate, 5-[N,N-di(3-hydroxypropyl)-N-hexadecylammonio]-2-hydroxy-pentane-1-sulfate, and combinations thereof.

10. The liquid color changing cleansing product as set forth in claim 1 wherein the first electrolyte and second electrolyte are selected from the group consisting of sodium chloride, potassium chloride, ammonium chloride, sodium citrate, potassium citrate, sodium tripolyphosphate, and potassium tripolyphosphate.

11. The liquid color changing cleansing product as set forth in claim 1 wherein the first coloring agent and second coloring agent are dyes.

12. The liquid color changing cleansing product as set forth in claim 11 wherein the dyes are selected from the group consisting of Blue 1, Blue 4, Brown 1, External Violet 2, External Violet 7, Green 3, Green 5, Green 8, Orange 4, Orange 5, Orange 10, Orange 11, Red 4, Red 6, Red 7, Red 17, Red 21, Red 22, Red 27, Red 28, Red 30, Red 31, Red 33, Red 34, Red 36, Red 40, Violet 2, Yellow 5, Yellow 6, Yellow 7, Yellow 8, Yellow 10, Yellow 11, Acid Red 195, Anthocyanins, Beetroot Red, Bromocresol Green, Bromothymol Blue, Capsanthin/Capsorubin, Curcumin, and Lactoflavin.

13. The liquid color changing cleansing product as set forth in claim 1 wherein the first coloring agent and second coloring agent are color additives.

14. The liquid color changing cleansing product as set forth in claim 13 wherein the color additives are selected from the group consisting of aluminum powder, annatto, bismuth citrate, bismuth oxychloride, bronze powder, caramel, carmine, beta carotene, chlorophyllin-copper complex, chromium hydroxide green, chromium oxide greens, copper powder, disodium EDTA-copper, ferric ammonium ferrocyanide, ferric ferrocyanide, guauazulene, guanine, henna, iron oxides, lead acetate, maganese violet, mica, pyrophyllite, silver, titanium dioxide, ultramarines, and zinc oxide.

15. The liquid color changing cleansing product as set forth in claim 1 wherein the first coloring agent and second coloring agent are pigments or lakes.

16. The liquid color changing cleansing product as set forth in claim 15 wherein the pigments or lakes are selected from the group consisting of Blue 1 Lake, External Yellow 7 Lake, Green 3 Lake, Orange 4 Lake, Orange 5 Lake, Orange 10 Lake, Red 4 Lake, Red 6 Lake, Red 7 Lake, Red 21 Lake, Red 22 Lake, Red 27 Lake, Red 28 Lake, Red 30 Lake, Red 31 Lake, Red 33 Lake, Red 36 Lake, Red 40 Lake, Yellow 5 Lake, Yellow 6 Lake, Yellow 7 Lake, and Yellow 10 Lake.

17. A liquid color changing cleansing product comprising a first lamellar structured liquid comprising from about 10% (by weight) to about 80% (by weight) of a first surfactant, from about 0.1% (by weight) to about 10% (by weight) of a first electrolyte, from about 0.001% (by weight) to about 10% (by weight) of a first coloring agent, and no more than about 5% (by weight) of a first hydrophilic thickener, and a second lamellar structured liquid comprising from about 10% (by weight) to about 80% (by

weight) of a second surfactant, from about 0.1% (by weight) to about 10% (by weight) of a second electrolyte, from about 0.001% (by weight) to about 10% (by weight) of a second coloring agent, and no more than about 5% (by weight) of a second hydrophilic thickener, wherein the first coloring agent and the second coloring agent are different coloring agents.

18. The liquid color changing cleansing product as set forth in claim 17 wherein the first lamellar structured liquid and the second lamellar structured liquid each have a viscosity from about 10,000 cps to about 300,000 cps.

19. The liquid color changing cleansing product as set forth in claim 17 wherein the first lamellar structured liquid and the second lamellar structured liquid each have a viscosity from about 25,000 cps to about 200,000 cps.

20. The liquid color changing cleansing product as set forth in claim 17 wherein the first lamellar structured liquid and the second lamellar structured liquid each have a viscosity from about 50,000 cps to about 100,000 cps.

21. The liquid color changing cleansing product as set forth in claim 17 wherein the first surfactant and second surfactant are selected from the group consisting of anionic surfactants, amphoteric surfactants, zwitterionic surfactants, and combinations thereof.

22. The liquid color changing cleansing product as set forth in claim 21 wherein the anionic surfactants are selected from the group consisting of alkyl sulfates, alkyl ether sulfates, alkali metal or ammonia salts of alkyl sulfates, alkali metal or ammonia salts of alkyl ether sulfates, alkyl phosphates, alkyl glyceryl sulfonates, alkyl

sulfosuccinates, alkyl taurates, acyl taurates, alkyl sarcosinates, acyl sarcosinates, sulfoacetates, alkyl phosphate esters, mono alkyl succinates, monoalkyl maleates, sulphoacetates, acyl isethionates, alkyl carboxylates, phosphate esters, and combinations thereof.

23. The liquid color changing cleansing product as set forth in claim 21 wherein the amphoteric surfactants are selected from the group consisting of betaines, alkylamido betaines, sulfobetaines, N-alkyl betaines, sultaines, amphoacetates, diamphoacetates, imidazoline carboxylates, sarcosinates, acylamphoglycinates, and combinations thereof.

24. The liquid color changing cleansing product as set forth in claim 23 wherein the acylamphoglycinates are selected from the group consisting of cocamphocarboxyglycinates and acylamphopropionates.

25. The liquid color changing cleansing product as set forth in claim 21 wherein the zwitterionic surfactants are selected from the group consisting of 4-[N,N-di(2-hydroxyethyl)-N-octadecylammonio]-butane-1-carboxylate, 5-[S-3-hydroxypropyl-S-hexadecylsulfonio]-3-hydroxypentane-1-sulfate, 3-[P,P-diethyl-P-3,6,9-trioxatetradecoxycylphosphonio]-2-hydroxypropane-1-phosphate, 3-[N,N-dipropyl-N-3-dodecoxy-2-hydroxypropylammonio]-propane-1-phosphonate, 3-(N,N-dimethyl-N-hexadecylammonio)propane-1-sulfonate, 3-(N,N-dimethyl-N-hexadecylammonio)-2-hydroxypropane-1-sulfonate, 4-[N,N-di(2-hydroxyethyl)-N-(2-hydroxydodecyl)ammonio]-butane-1-carboxylate, 3-[S-ethyl-S-(3-dodecoxy-2-hydroxypropyl)sulfonio]-propane-1-phosphate, 3-[P,P-dimethyl-P-dodecylphosphonio]-propane-1-phosphonate, 5-[N,N-di(3-hydroxypropyl)-N-hexadecylammonio]-2-hydroxy-pentane-1-sulfate, and combinations thereof.

26. The liquid color changing cleansing product as set forth in claim 17 wherein the first electrolyte and second electrolyte are selected from the group consisting of sodium chloride, potassium chloride, ammonium chloride, sodium citrate, potassium citrate, sodium tripolyphosphate, and potassium tripolyphosphate.

27. The liquid color changing cleansing product as set forth in claim 17 wherein the first coloring agent and second coloring agent are dyes.

28. The liquid color changing cleansing product as set forth in claim 27 wherein the dyes are selected from the group consisting of Blue 1, Blue 4, Brown 1, External Violet 2, External Violet 7, Green 3, Green 5, Green 8, Orange 4, Orange 5, Orange 10, Orange 11, Red 4, Red 6, Red 7, Red 17, Red 21, Red 22, Red 27, Red 28, Red 30, Red 31, Red 33, Red 34, Red 36, Red 40, Violet 2, Yellow 5, Yellow 6, Yellow 7, Yellow 8, Yellow 10, Yellow 11, Acid Red 195, Anthocyanins, Beetroot Red, Bromocresol Green, Bromothymol Blue, Capsanthin/Capsorubin, Curcumin, and Lactoflavin.

29. The liquid color changing cleansing product as set forth in claim 17 wherein the first coloring agent and second coloring agent are color additives.

30. The liquid color changing cleansing product as set forth in claim 29 wherein the color additives are selected from the group consisting of aluminum powder, annatto, bismuth citrate, bismuth oxychloride, bronze powder, caramel, carmine, beta carotene, chlorophyllin-copper complex, chromium hydroxide green, chromium oxide greens, copper powder, disodium EDTA-copper, ferric ammonium ferrocyanide, ferric ferrocyanide, guauazulene, guanine,

henna, iron oxides, lead acetate, maganese violet, mica, pyrophyllite, silver, titanium dioxide, ultramarines, and zinc oxide.

31. The liquid color changing cleansing product as set forth in claim 17 wherein the first coloring agent and second coloring agent are pigments or lakes.

32. The liquid color changing cleansing product as set forth in claim 31 wherein the pigments or lakes are selected from the group consisting of Blue 1 Lake, External Yellow 7 Lake, Green 3 Lake, Orange 4 Lake, Orange 5 Lake, Orange 10 Lake, Red 4 Lake, Red 6 Lake, Red 7 Lake, Red 21 Lake, Red 22 Lake, Red 27 Lake, Red 28 Lake, Red 30 Lake, Red 31 Lake, Red 33 Lake, Red 36 Lake, Red 40 Lake, Yellow 5 Lake, Yellow 6 Lake, Yellow 7 Lake, and Yellow 10 Lake.

33. The liquid color changing cleansing product as set forth in claim 17 wherein the first hydrophilic thickener and second hydrophilic thickener are selected from the group consisting of xanthan gum, agar, alginates, carrageenan, furcellaran, guar, cationic guar, gum arabic, gum tragacanth, karaya gum, locust bean gum, dextran, starch, modified starches, gellan gum, carboxymethylcellulose, methyl hydroxypropylcellulose, hydroxypropylcellulose, hydroxyethylcellulose, propylene glycol alginate, hydroxypropyl guar, acrylates/C<sub>10</sub>-C<sub>30</sub> alkyl acrylate crosspolymer, bentonite, laponite, hectorite, magnesium aluminum silicate, amylopectin, cellulose gum, carbomer, chitosan, modified chitosan, glyceryl methacrylate, polyquaterniums, PEG-150 pentaerythrityl tetrastearate, and combinations thereof.

34. A liquid color changing cleansing product comprising a first lamellar structured liquid comprising



from about 10% (by weight) to about 80% (by weight) of a first surfactant selected from the group consisting of anionic surfactants, amphoteric surfactants, zwitterionic surfactant and mixtures thereof, from about 0.1% (by weight) to about 10% (by weight) of a first electrolyte, from about 0.001% (by weight) to about 10% (by weight) of a first coloring agent, no more than about 5% (by weight) of a first hydrophilic thickener, and no more than about 10% (by weight) of a first nonionic surfactant, and a second lamellar structured liquid comprising from about 10% (by weight) to about 80% (by weight) of a second surfactant selected from the group consisting of anionic surfactants, amphoteric surfactants, zwitterionic surfactants, and mixtures thereof, from about 0.1% (by weight) to about 10% (by weight) of a second electrolyte, from about 0.001% (by weight) to about 10% (by weight) of a second coloring agent, no more than about 5% (by weight) of a second hydrophilic thickener, and no more than about 10% (by weight) of a second nonionic surfactant, wherein the first coloring agent and the second coloring agent are different coloring agents.

35. The liquid color changing cleansing product as set forth in claim 34 wherein the first lamellar structured liquid and the second lamellar structured liquid each have a viscosity from about 10,000 cps to about 300,000 cps.

36. The liquid color changing cleansing product as set forth in claim 34 wherein the first lamellar structured liquid and the second lamellar structured liquid each have a viscosity from about 25,000 cps to about 200,000 cps.

37. The liquid color changing cleansing product as set forth in claim 34 wherein the first lamellar structured liquid and the second lamellar structured liquid each have a viscosity from about 50,000 cps to about 100,000 cps.

38. The liquid color changing cleansing product as set forth in claim 34 wherein the anionic surfactants are selected from the group consisting of alkyl sulfates, alkyl ether sulfates, alkali metal or ammonia salts of alkyl sulfates, alkali metal or ammonia salts of alkyl ether sulfates, alkyl phosphates, alkyl glyceryl sulfonates, alkyl sulfosuccinates, alkyl taurates, acyl taurates, alkyl sarcosinates, acyl sarcosinates, sulfoacetates, alkyl phosphate esters, mono alkyl succinates, monoalkyl maleates, sulphoacetates, acyl isethionates, alkyl carboxylates, phosphate esters, and combinations thereof.

39. The liquid color changing cleansing product as set forth in claim 34 wherein the amphoteric surfactants are selected from the group consisting of betaines, alkylamido betaines, sulfobetaines, N-alkyl betaines, sultaines, amphotoacetates, diamophoacetates, imidazoline carboxylates, sarcosinates, acylamphoglycinates, and combinations thereof.

40. The liquid color changing cleansing product as set forth in claim 39 wherein the acylamphoglycinates are selected from the group consisting of cocamphocarboxyglycinates and acylamphopropionates.

41. The liquid color changing cleansing product as set forth in claim 34 wherein the zwitterionic surfactants are selected from the group consisting of 4-[N,N-di(2-hydroxyethyl)-N-octadecylammonio]-butane-1-carboxylate, 5-[S-3-hydroxypropyl-S-hexadecylsulfonio]-3-hydroxypentane-1-sulfate, 3-[P,P-diethyl-P-3,6,9-trioxatetradexopocylphosphonio]-2-hydroxypropane-1-phosphate, 3-[N,N-dipropyl-N-3-dodecoxy-2-hydroxypropylammonio]-propane-1-phosphonate, 3-(N,N-dimethyl-N-hexadecylammonio)propane-1-sulfonate, 3-(N,N-dimethyl-N-

hexadecylammonio)-2-hydroxypropane-1-sulfonate, 4- [N,N-di(2-hydroxyethyl)-N-(2-hydroxydodecyl) ammonio]-butane-1-carboxylate, 3- [S-ethyl-S-(3-dodecoxy-2-hydroxypropyl) sulfonio]-propane-1-phosphate, 3- [P,P-dimethyl-P-dodecylphosphonio]-propane-1-phosphonate, 5- [N,N-di(3-hydroxypropyl)-N-hexadecylammonio]-2-hydroxy-pentane-1-sulfate, and combinations thereof.

42. The liquid color changing cleansing product as set forth in claim 34 wherein the first electrolyte and second electrolyte are selected from the group consisting of sodium chloride, potassium chloride, ammonium chloride, sodium citrate, potassium citrate, sodium tripolyphosphate, and potassium tripolyphosphate.

43. The liquid color changing cleansing product as set forth in claim 34 wherein the first coloring agent and second coloring agent are dyes.

44. The liquid color changing cleansing product as set forth in claim 43 wherein the dyes are selected from the group consisting of Blue 1, Blue 4, Brown 1, External Violet 2, External Violet 7, Green 3, Green 5, Green 8, Orange 4, Orange 5, Orange 10, Orange 11, Red 4, Red 6, Red 7, Red 17, Red 21, Red 22, Red 27, Red 28, Red 30, Red 31, Red 33, Red 34, Red 36, Red 40, Violet 2, Yellow 5, Yellow 6, Yellow 7, Yellow 8, Yellow 10, Yellow 11, Acid Red 195, Anthocyanins, Beetroot Red, Bromocresol Green, Bromothymol Blue, Capsanthin/Capsorubin, Curcumin, and Lactoflavin.

45. The liquid color changing cleansing product as set forth in claim 34 wherein the first coloring agent and second coloring agent are color additives.

46. The liquid color changing cleansing product as set forth in claim 45 wherein the color additives are selected from the group consisting of aluminum powder, annatto, bismuth citrate, bismuth oxychloride, bronze powder, caramel, carmine, beta carotene, chlorophyllin-copper complex, chromium hydroxide green, chromium oxide greens, copper powder, disodium EDTA-copper, ferric ammonium ferrocyanide, ferric ferrocyanide, guauazulene, guanine, henna, iron oxides, lead acetate, maganese violet, mica, pyrophyllite, silver, titanium dioxide, ultramarines, and zinc oxide.

47. The liquid color changing cleansing product as set forth in claim 34 wherein the first coloring agent and second coloring agent are pigments or lakes.

48. The liquid color changing cleansing product as set forth in claim 47 wherein the pigments or lakes are selected from the group consisting of Blue 1 Lake, External Yellow 7 Lake, Green 3 Lake, Orange 4 Lake, Orange 5 Lake, Orange 10 Lake, Red 4 Lake, Red 6 Lake, Red 7 Lake, Red 21 Lake, Red 22 Lake, Red 27 Lake, Red 28 Lake, Red 30 Lake, Red 31 Lake, Red 33 Lake, Red 36 Lake, Red 40 Lake, Yellow 5 Lake, Yellow 6 Lake, Yellow 7 Lake, and Yellow 10 Lake.

49. The liquid color changing cleansing product as set forth in claim 34 wherein the first hydrophilic thickener and second hydrophilic thickener are selected from the group consisting of xanthan gum, agar, alginates, carrageenan, furcellaran, guar, cationic guar, gum arabic, gum tragacanth, karaya gum, locust bean gum, dextran, starch, modified starches, gellan gum, carboxymethylcellulose, methyl hydroxypropylcellulose, hydroxypropylcellulose, hydroxyethylcellulose, propylene glycol alginate, hydroxypropyl guar, acrylates/C<sub>10</sub>-C<sub>30</sub> alkyl acrylate

crosspolymer, bentonite, laponite, hectorite, magnesium aluminum silicate, amylopectin, cellulose gum, carbomer, chitosan, modified chitosan, glyceryl methacrylate, polyquaterniums, PEG-150 pentaerythrityl tetrastearate, and combinations thereof.

50. The liquid color changing cleansing product as set forth in claim 34 wherein the first nonionic surfactant and second nonionic surfactant are selected from the group consisting of mono and di alkanolamides, amine oxides, alkyl polyglucosides, ethoxylated alcohols, ethoxylated carboxylic acids, ethoxylated amines, ethoxylated amides, ethoxylated alkylolamides, ethoxylated alkylphenols, ethoxylated glyceryl esters, ethoxylated sorbitan esters, and ethoxylated phosphate esters, glycol stearate, glyceryl stearate, and combinations thereof.

51. A liquid color changing cleansing product comprising a first substantially transparent liquid composition comprising from about 30% (by weight) to about 50% (by weight) of a first water soluble polysaccharide sugar, from about 5% (by weight) to about 30% (by weight) of a first surfactant, from about 1% (by weight) to about 10% (by weight) of a first water soluble salt, and the balance being water and a second colored liquid composition comprising from about 30% (by weight) to about 50% (by weight) of a second water soluble polysaccharide sugar, from about 5% (by weight) to about 30% (by weight) of a second surfactant, from about 1% (by weight) to about 10% (by weight) of a second water soluble salt, from about 0.001% (by weight) to about 10% (by weight) of a coloring agent, and the balance being water.

52. The liquid color changing cleansing product as set forth in claim 51 wherein the first transparent liquid

composition and the second colored liquid composition each have a viscosity from about 10,000 cps to about 300,000 cps.

53. The liquid color changing cleansing product as set forth in claim 51 wherein the first transparent liquid composition and the second colored liquid composition each have a viscosity from about 25,000 cps to about 200,000 cps.

54. The liquid color changing cleansing product as set forth in claim 51 wherein the first transparent liquid composition and the second colored liquid composition each have a viscosity from about 50,000 cps to about 100,000 cps.

55. The liquid color changing cleansing product as set forth in claim 51 wherein the first water soluble polysaccharide sugar and second water soluble polysaccharide are selected from the group consisting of fructose, sucrose, and glucose.

56. The liquid color changing cleansing product as set forth in claim 51 wherein the first surfactant and second surfactant are selected from the group consisting of anionic surfactants and nonionic surfactants.

57. The liquid color changing cleansing product as set forth in claim 56 wherein the anionic surfactants are selected from the group consisting of alkyl sulfates, alkyl ether sulfates, alkali metal or ammonia salts or alkyl sulfates, alkali metal or ammonia salts of alkyl ether sulfates, alkyl phosphates, alkyl glyceryl sulfonates, alkyl sulfosuccinates, alkyl taurates, acyl taurates, alkyl sarcosinates, acyl sarcosinates, sulfoacetates, alkyl phosphate esters, mono alkyl succinates, monoalkyl maleates, sulphoacetates, acyl isethionates, alkyl carboxylates, phosphate esters, and combinations thereof.

58. The liquid color changing cleansing product as set forth in claim 56 wherein the nonionic surfactants are selected from the group consisting of mono and di alkanolamides, amine oxides, alkyl polyglucosides, ethoxylated alcohols, ethoxylated carboxylic acids, ethoxylated amines, ethoxylated amides, ethoxylated alkylolamides, ethoxylated alkylphenols, ethoxylated glyceryl esters, ethoxylated sorbitan esters, and ethoxylated phosphate esters.

59. The liquid color changing cleansing product as set forth in claim 51 wherein the first water soluble salt and second water soluble salt are selected from the group consisting of sodium chloride, potassium chloride, ammonium chloride, sodium citrate, potassium citrate, sodium carbonate, potassium carbonate, and ammonium carbonate.

60. The liquid color changing cleansing product as set forth in claim 51 wherein the coloring agent is a dye.

61. The liquid color changing cleansing product as set forth in claim 60 wherein the dye is selected from the group consisting of Blue 1, Blue 4, Brown 1, External Violet 2, External Violet 7, Green 3, Green 5, Green 8, Orange 4, Orange 5, Orange 10, Orange 11, Red 4, Red 6, Red 7, Red 17, Red 21, Red 22, Red 27, Red 28, Red 30, Red 31, Red 33, Red 34, Red 36, Red 40, Violet 2, Yellow 5, Yellow 6, Yellow 7, Yellow 8, Yellow 10, Yellow 11, Acid Red 195, Anthocyanins, Beetroot Red, Bromocresol Green, Bromothymol Blue, Capsanthin/Capsorubin, Curcumin, and Lactoflavin.

62. The liquid color changing cleansing product as set forth in claim 51 wherein the coloring agent is a color additive.

63. The liquid color changing cleansing product as set forth in claim 62 wherein the color additive is selected from the group consisting of aluminum powder, annatto, bismuth citrate, bismuth oxychloride, bronze powder, caramel, carmine, beta carotene, chlorophyllin-copper complex, chromium hydroxide green, chromium oxide greens, copper powder, disodium EDTA-copper, ferric ammonium ferrocyanide, ferric ferrocyanide, guauazulene, guanine, henna, iron oxides, lead acetate, maganese violet, mica, pyrophyllite, silver, titanium dioxide, ultramarines, and zinc oxide.

64. The liquid color changing cleansing product as set forth in claim 51 wherein the coloring agent is a pigment or lake.

65. The liquid color changing cleansing product as set forth in claim 51 wherein the pigment or lake is selected from the group consisting of Blue 1 Lake, External Yellow 7 Lake, Green 3 Lake, Orange 4 Lake, Orange 5 Lake, Orange 10 Lake, Red 4 Lake, Red 6 Lake, Red 7 Lake, Red 21 Lake, Red 22 Lake, Red 27 Lake, Red 28 Lake, Red 30 Lake, Red 31 Lake, Red 33 Lake, Red 36 Lake, Red 40 Lake, Yellow 5 Lake, Yellow 6 Lake, Yellow 7 Lake, and Yellow 10 Lake.